

Minutes of  
CHEROKEE COUNTY  
TOURISM DEVELOPMENT AUTHORITY  
July 7, 2011

The Cherokee County Tourism Development Authority met at 9:30 a.m. on July 7, 2011 at the Cherokee County Chamber of Commerce and Welcome Center.

Members present were Eric Carlson, Gil Hargett, Danny Slucher, Karen Nash, Callie Moore and Phylis Blackmon. Members absent were David Wood and Candy Roberts. Guests present were Bryan Hughes, Bob Ferreira and Sherry Dukes.

The meeting was called to order by Eric Carlson, Chair. After a moment of silence and the pledge to allegiance, motion was made by Karen Nash, seconded by Gil Hargett, and unanimously passed, that the minutes of the June 23, 2011 meeting be approved.

Bryan Hughes, of Storypoint Media and Smoky Mountain Host, gave a presentation on Ugo, the mobile app that is being presented for the Smoky Mountain Host region. He indicated that the Blue Ridge National Heritage Area and the NC Department of Transportation are providing support for the project.

Karen Nash gave a report on the Tourism Summit Committee which is ongoing, with Danny Slucher serving as chair.

A discussion was held regarding possible facilitators for the TDA strategic plan process. Callie Moore agreed to contact Kristy Carter and Jo Deck and Kristy Carter to obtain pricing and to see what steps we should be working on.

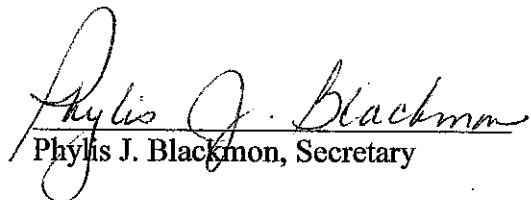
Eric Carlson reported on Josh Carpenter's Rails to Trails information which had been submitted to the county commissioners.

A discussion was held regarding the possibility of an intern. After discussion, the matter was tabled until a strategic plan is in place and other questions are answered, such as a job description, work location, supervisor, equipment, and other questions.

Callie Moore and Phylis Blackmon gave an update on alcohol sales, as reported to the county commissioners by county attorney, Scott Lindsey. It was the consensus of the board that this issue could be considered in the strategic plan and should be tabled.

The next meeting was set for Thursday, August 4, at 9:30 at the Cherokee County Chamber of Commerce and Welcome Center.

There being no further business, the meeting was adjourned at 11:00 a.m.

  
Phylis J. Blackmon, Secretary